

FIG. 1

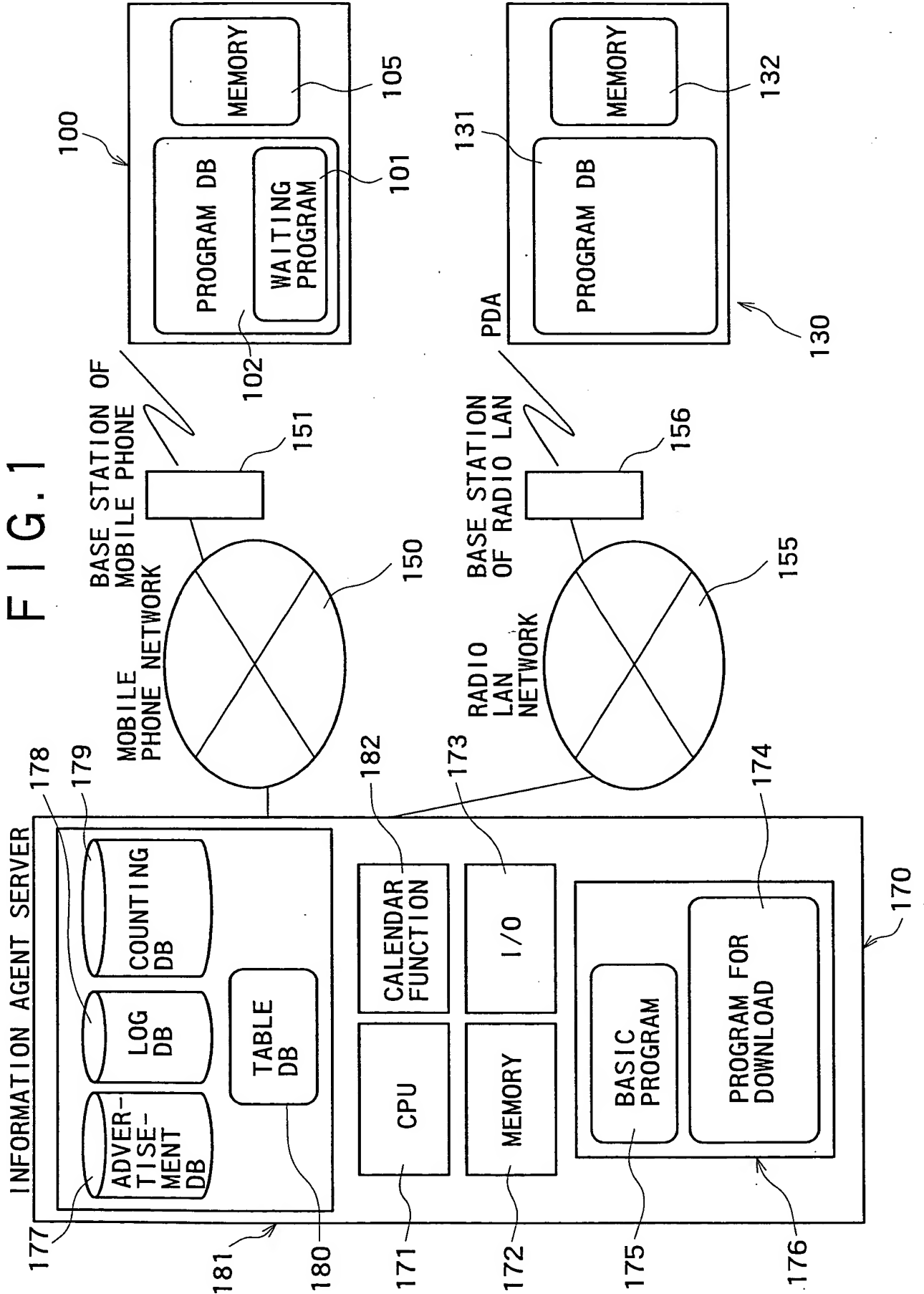
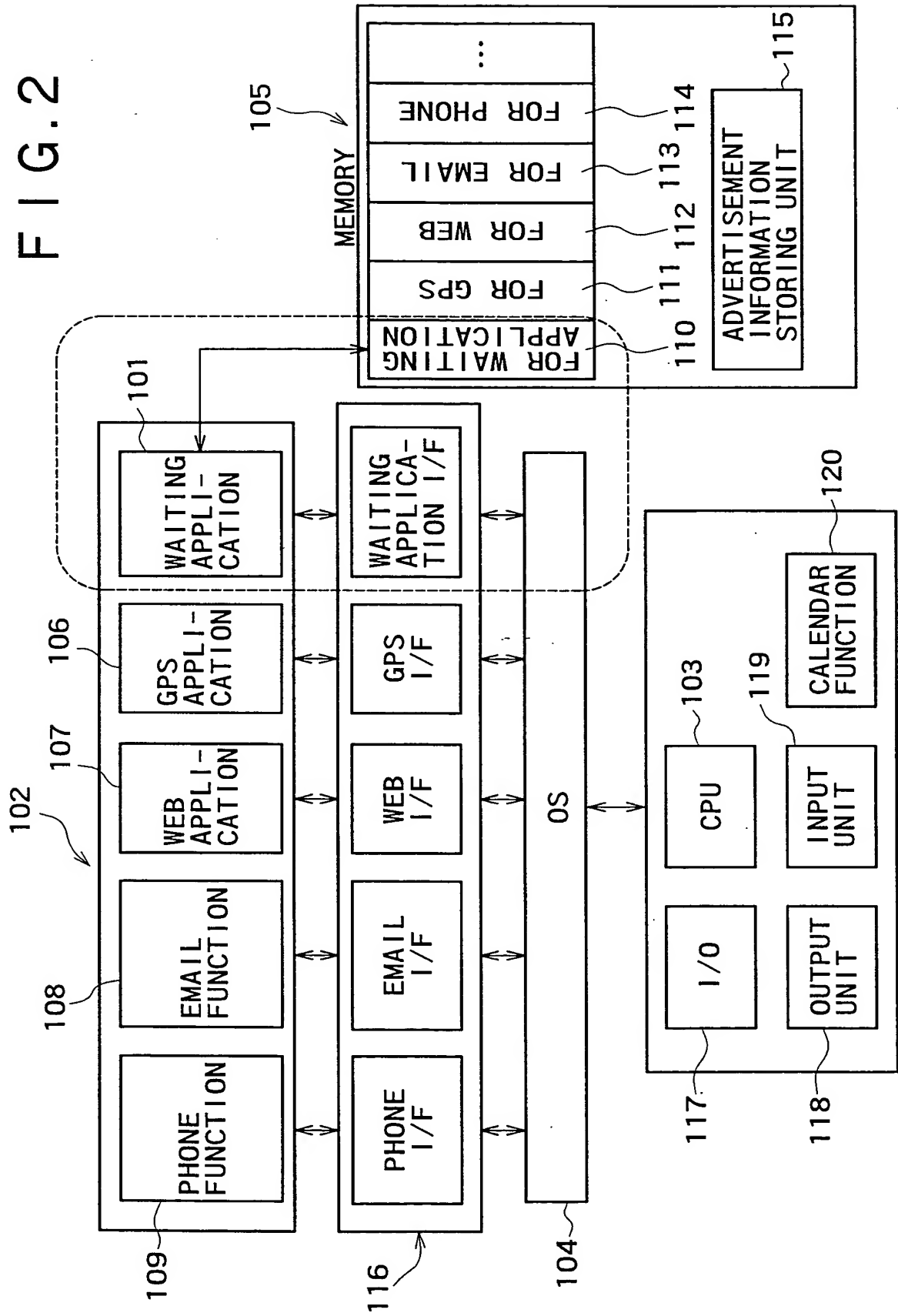


FIG. 2



# FIG. 3

MOBILE TERMINAL

INFORMATION AGENT SERVER

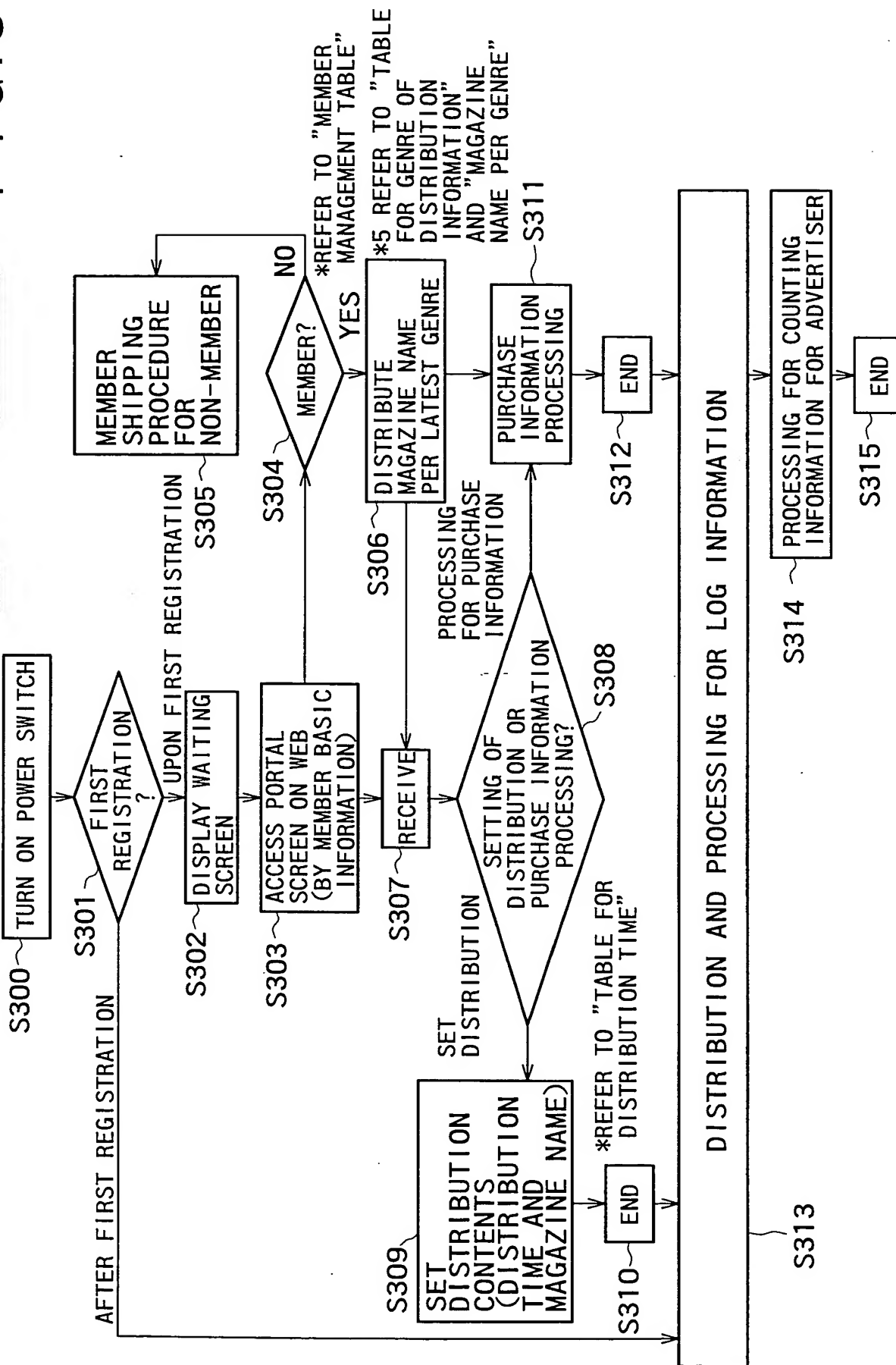
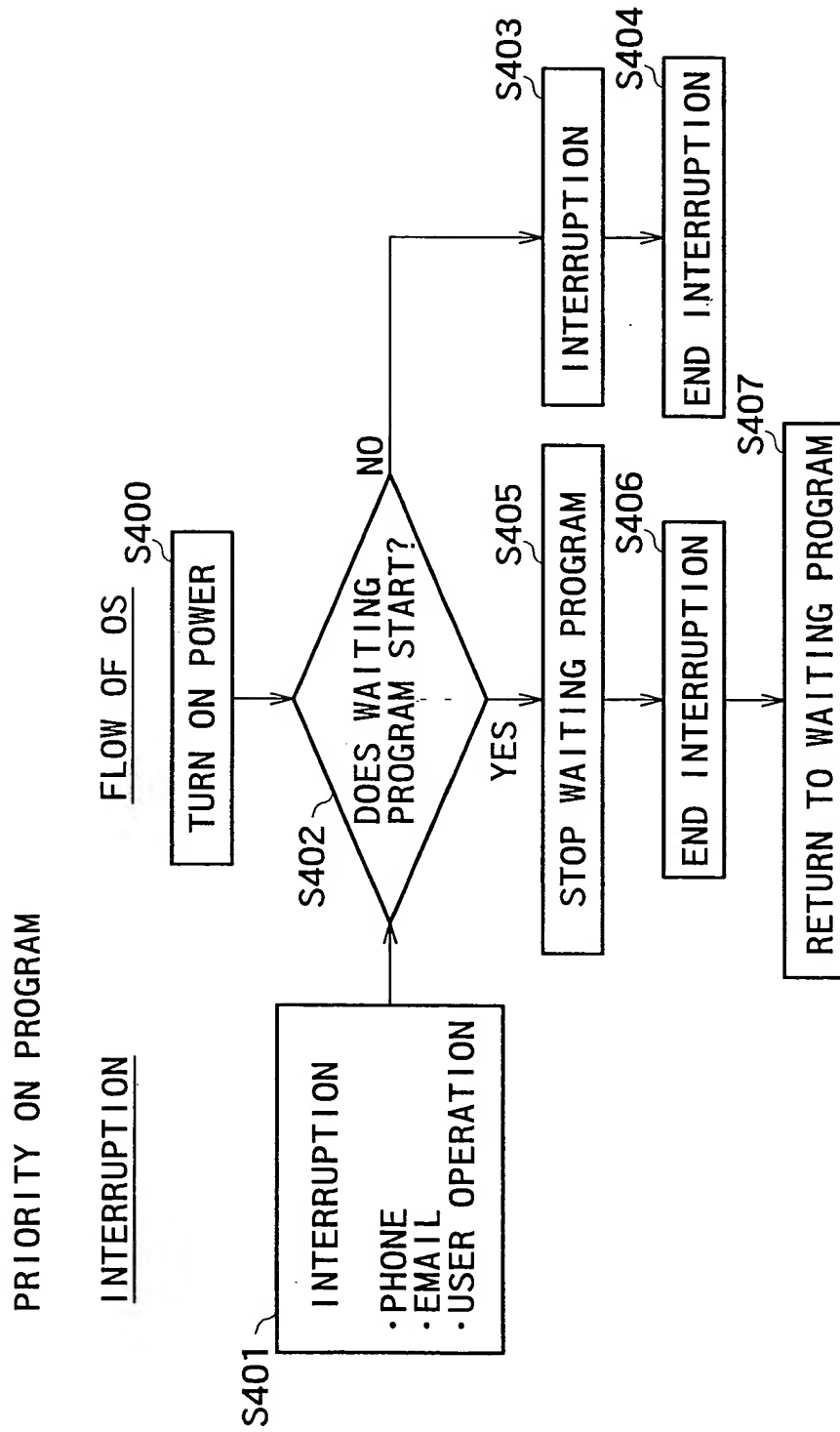


FIG. 4



# FIG. 5

## MEMBERSHIP PROCEDURE FOR NON-MEMBER

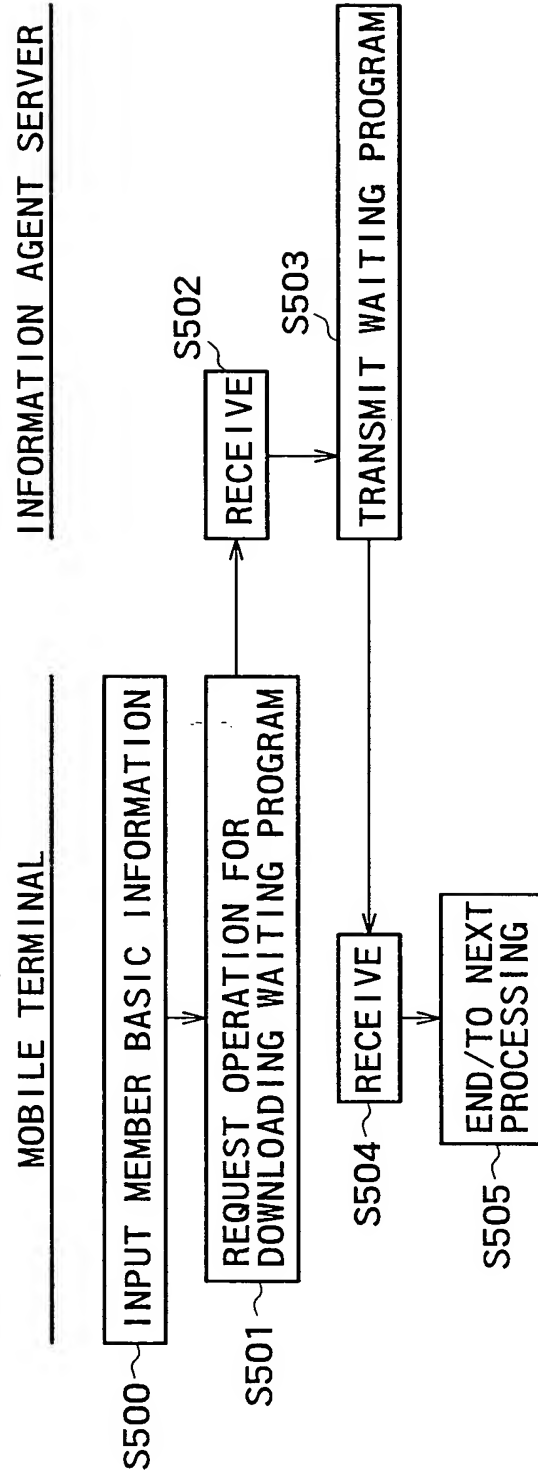
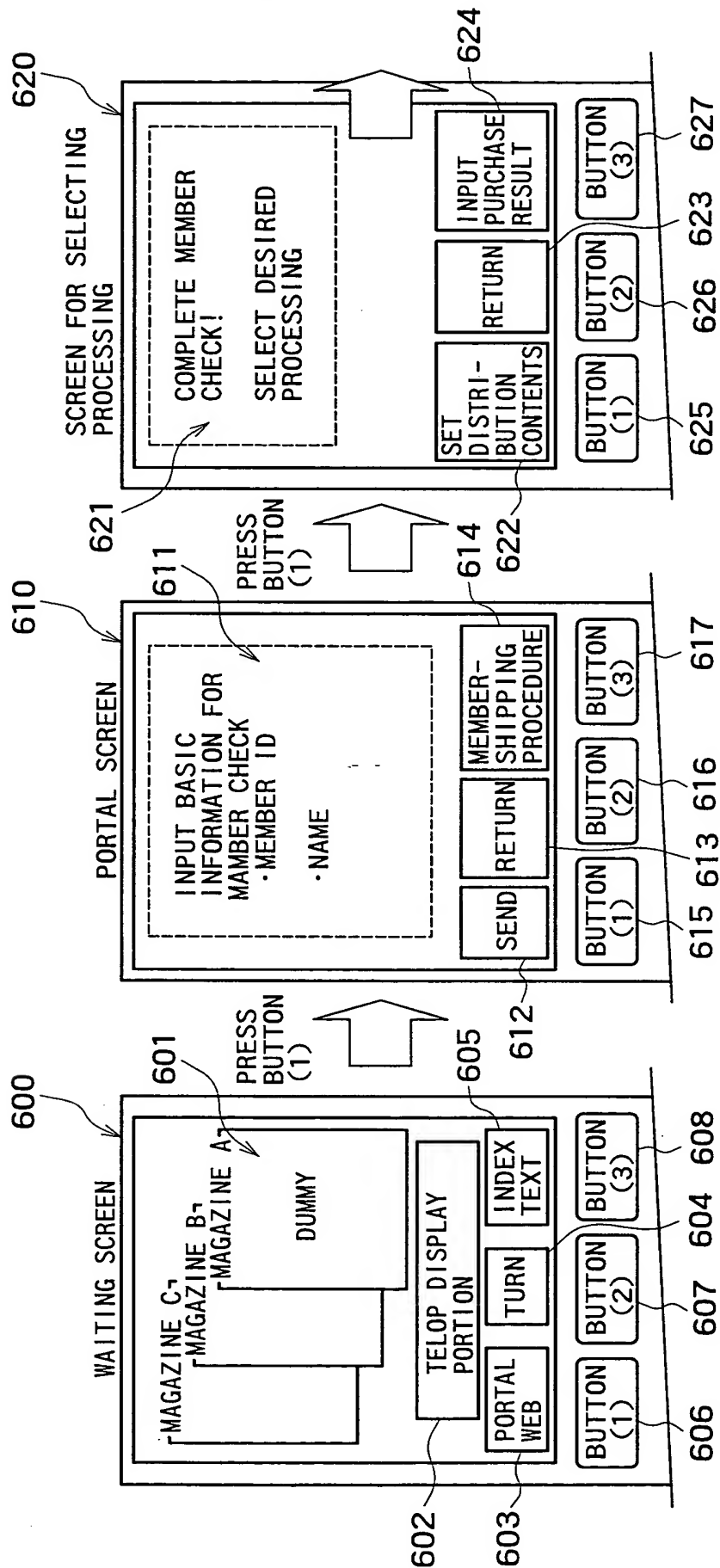
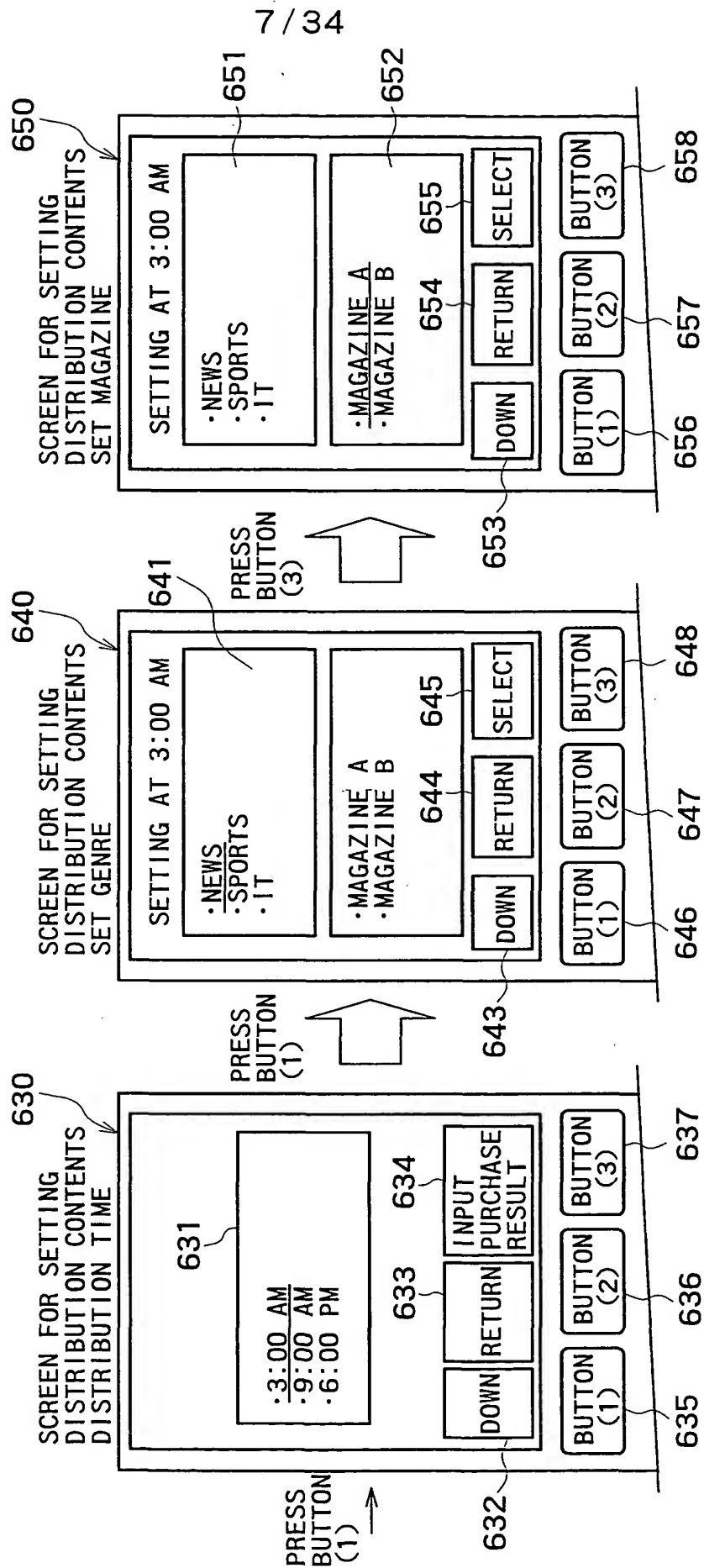


FIG. 6A



# FIG. 6B



# FIG. 7A

## MEMBER MANAGEMENT TABLE

ID	NAME	BIRTHDAY	SEX	YEAR, MONTH, DATE OF REGISTRATION	DISTRIBUTION CONTENTS	POINT
1	HANAKO OO	19400323	FEMALE	20030201	9:00 MAGAZINE..	25
2	TARO OO	19500506	MALE	20030402	3:00 ARTICLE..	105
3	JIRO OO	19680303	MALE	20030406	18:00 MAGAZINE..	78

## TABLE FOR GENRE OF DISTRIBUTION INFORMATION

ID	GENRE
1	NEWS
2	SPORTS
3	IT
4	BUSINESS
5	TRAVEL
6	HOUSING

# FIG. 7B



# FIG. 7C

TABLE FOR MAGAZINE NAME  
PER LATEST GENRE

ID	NAME	GENRE
1	MAGAZINE A	1
2	MAGAZINE B	1
3	MAGAZINE C	2
4	MAGAZINE D	2
5	MAGAZINE E	3
6	MAGAZINE F	3
7	MAGAZINE G	4
8	MAGAZINE H	4
9	MAGAZINE I	5
10	MAGAZINE J	5
11	MAGAZINE K	6
12	MAGAZINE L	6

720

# FIG. 7D

TABLE FOR DISTRIBUTION TIME

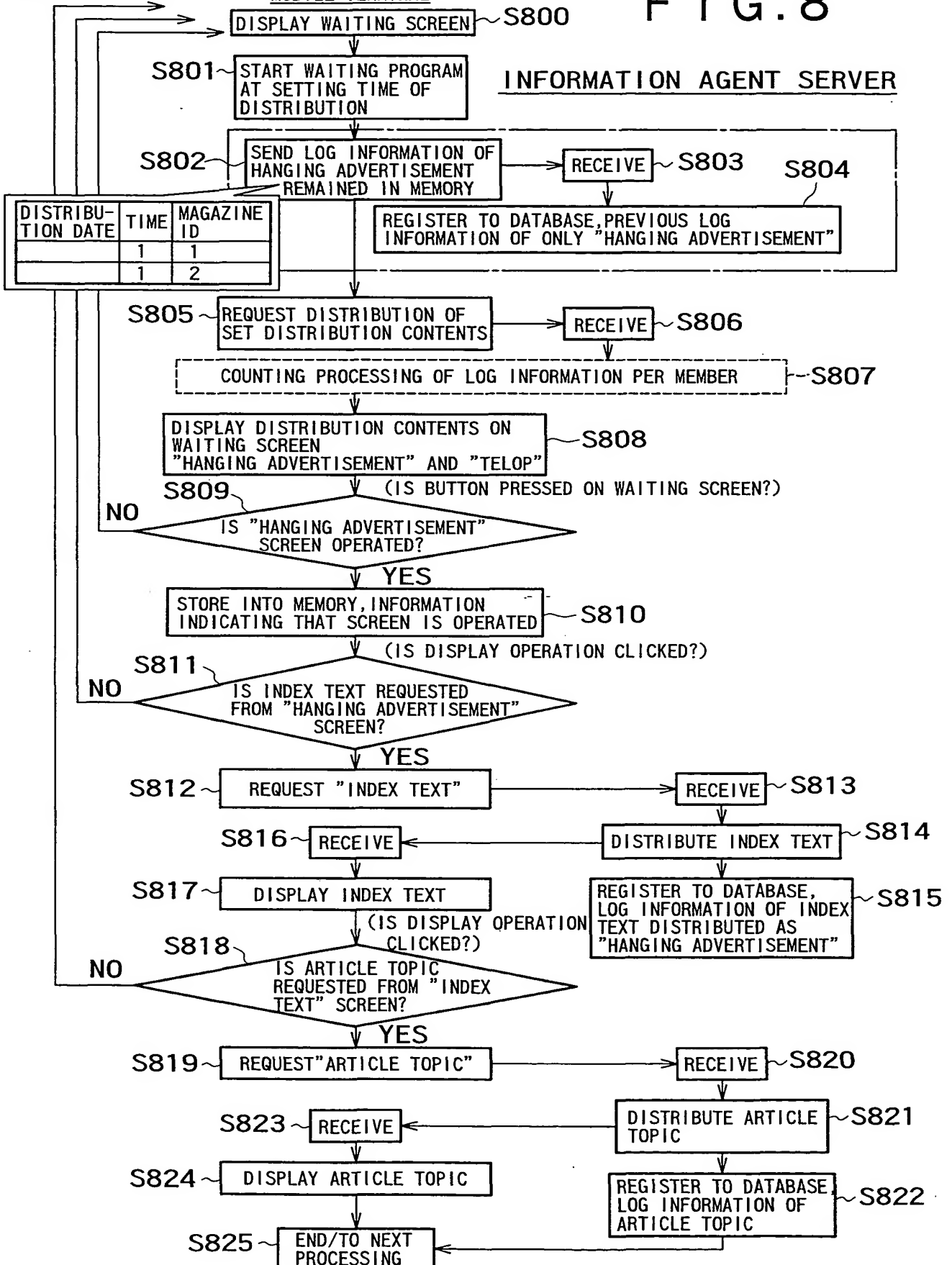
ID	DISTRIBUTION TIME
1	3:00 AM
2	9:00 AM
3	6:00 PM

730

DISTRIBUTION AND PROCESSING FOR  
LOG INFORMATION

MOBILE TERMINAL

INFORMATION AGENT SERVER



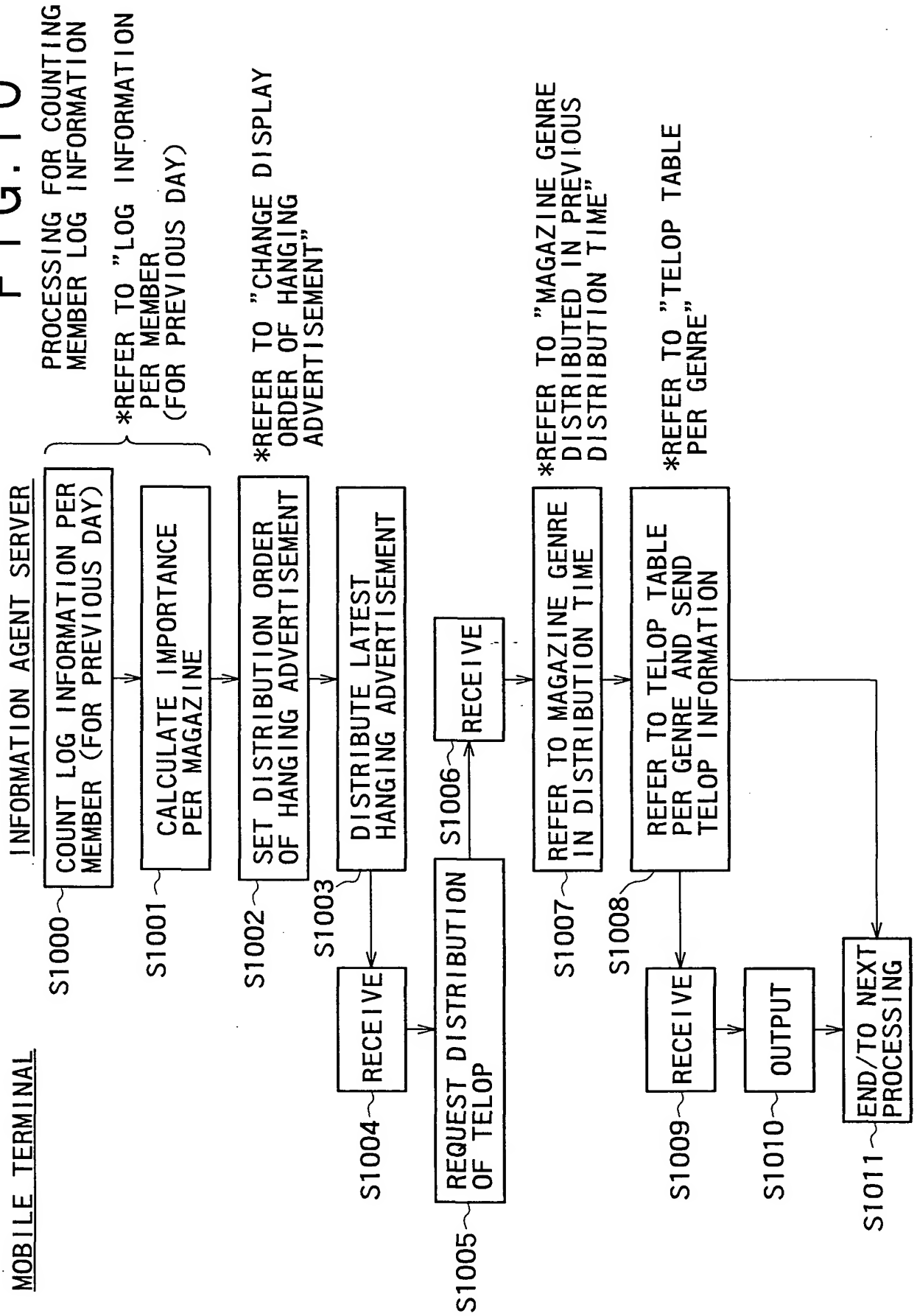
# FIG. 9

EXAMPLE OF REGISTERING LOG INFORMATION OF  
ONLY HANGING ADVERTISEMENT...DISTRIBUTION TIME 2

DISTRIBUTION DATE	TIME	MAGAZINE NAME	HANGING ADVERTISEMENT	INDEX TEXT	ARTICLE TOPIC
20030405	1	MAGAZINE A	1		
20030405	1	MAGAZINE B	1		

900

FIG. 10



# FIG. 11

1100

LOG INFORMATION PER MEMBER (FOR PREVIOUS DAY)...DISTRIBUTION TIME 2

DISTRIBUTION DATE	TIME	MAGAZINE NAME	HANGING ADVERTISEMENT	INDEX TEXT	ARTICLE TOPIC	CALCULATE IMPORTANCE (TOTAL LOG NUMBERS) HANGING ADVERTISEMENT+ INDEX TEXT+ARTICLE TOPIC
20030405	1	MAGAZINE A	1			1
20030405	1	MAGAZINE B	1			1
20030405	2	MAGAZINE C	1	1		2
20030405	2	MAGAZINE D	1	1	1	3
20030405	3	MAGAZINE E	1	1		2
20030405	3	MAGAZINE F	1	1	1	3

# FIG. 12

CHANGE DISPLAY ORDER OF HANGING ADVERTISEMENT...DISTRIBUTION TIME 2

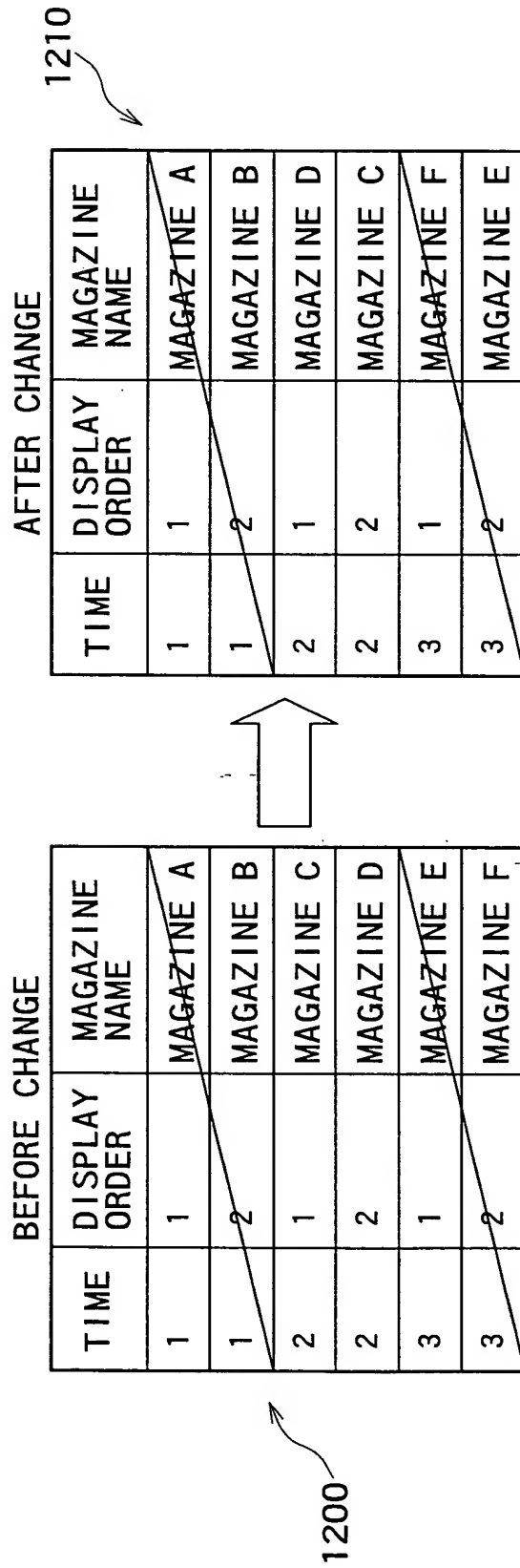


FIG. 13

MAGAZINE GENRE DISTRIBUTED IN PREVIOUS DISTRIBUTION TIME  
(FOR PREVIOUS DAY)...DISTRIBUTION TIME 2

ID	DISTRI- BUTION TIME	NAME	GENRE
1	1	MAGAZINE A	1
3	1	MAGAZINE C	2
5	2	MAGAZINE E	3
7	2	MAGAZINE G	4
9	3	MAGAZINE I	5
11	3	MAGAZINE K	6

1300

## FIG. 14

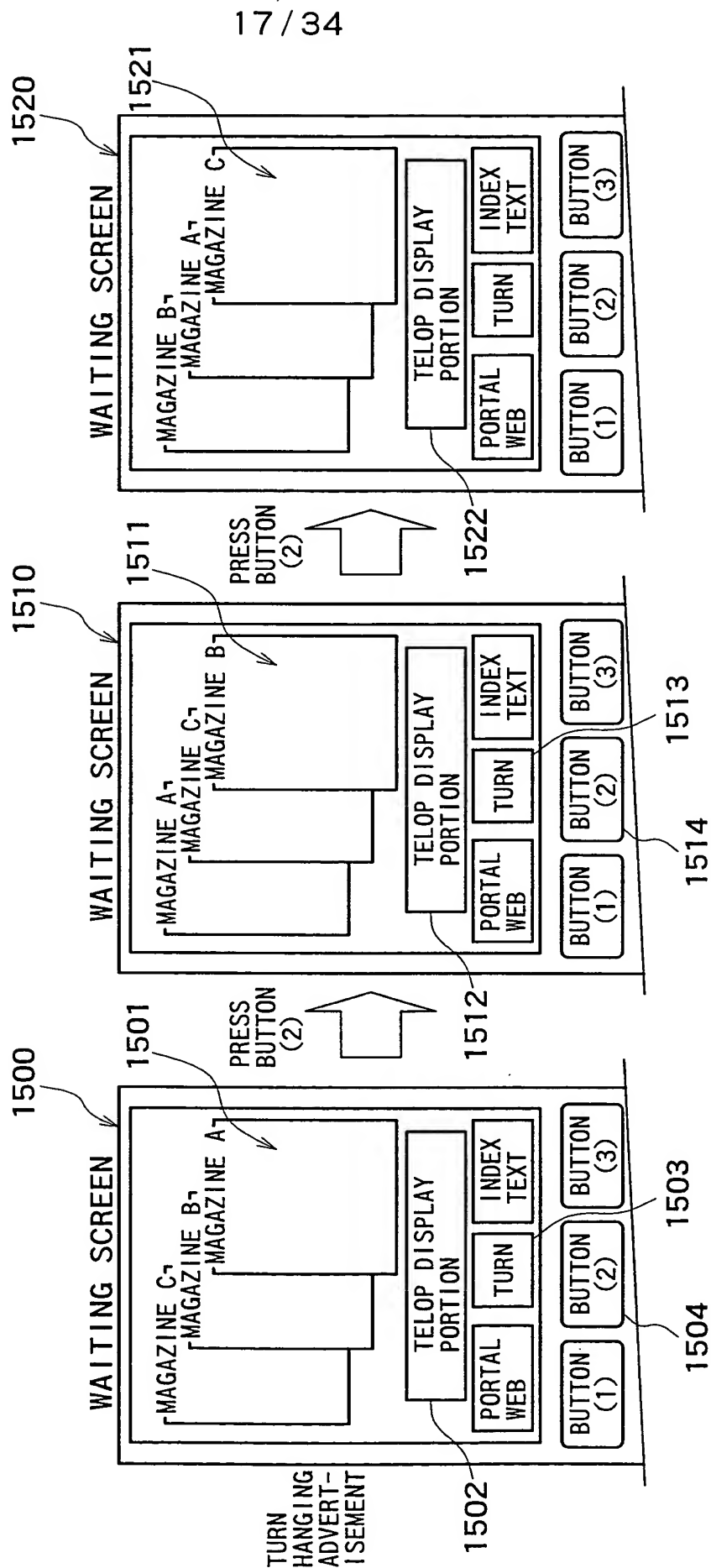
1400

TELOP TABLE PER GENRE...DISTRIBUTION TIME 2

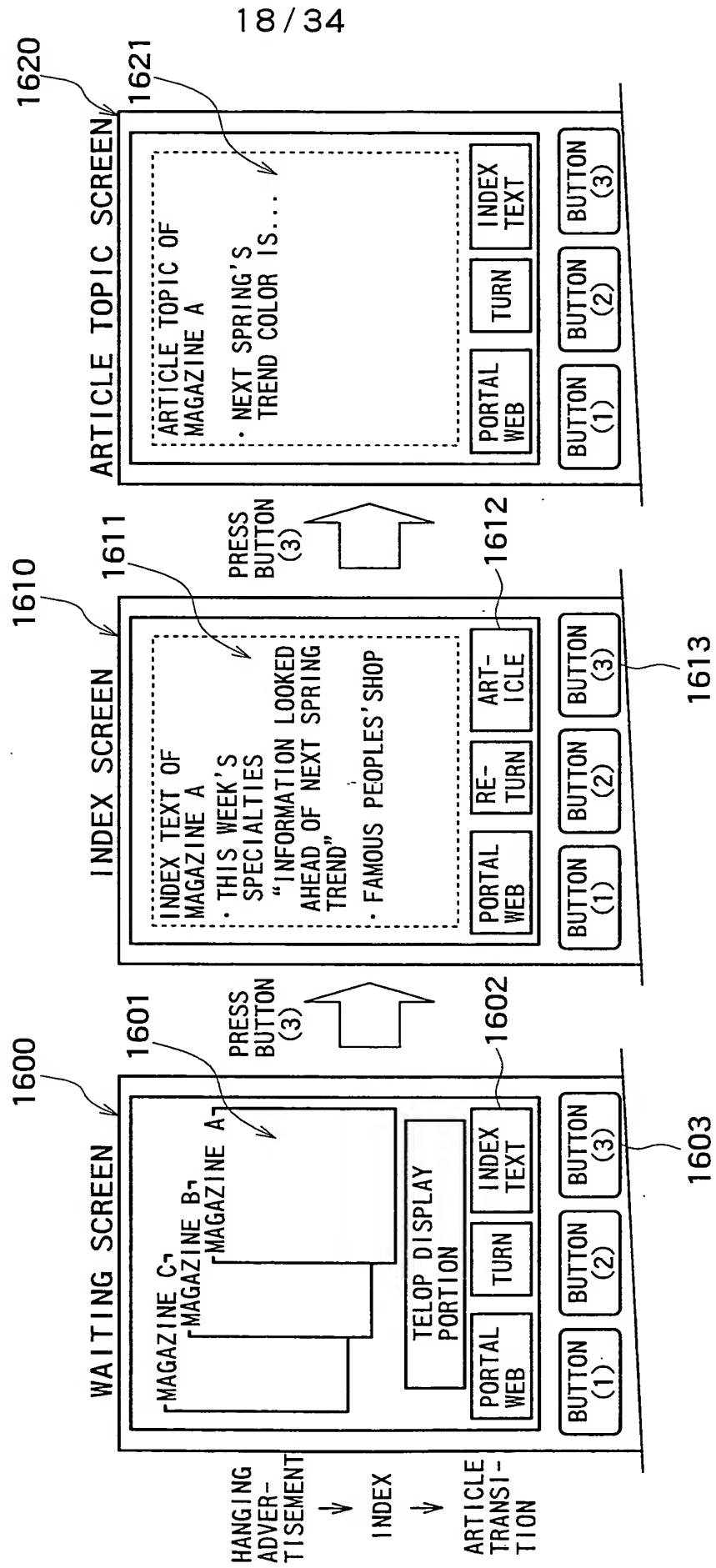
ID	UPDATING DATE	GENRE	TEXT
1	20030404	1	DELIBERATIONS OF DIET ON PUBLIC HIGHWAY CORPORATION STARTS ON 5TH, APRIL
2	20030404	3	IT EXPOSITION STARTS AT ○○ ON APRIL 5TH
3	20030404	4	CAMPAIGN: OFFER BONUS POINT IF YOU PURCHASE BUSINESS MAGAZINE "○○" AND REGISTER PURCHASE INFORMATION
4	20030404	5	



# FIG. 15



# FIG. 16



# FIG. 17

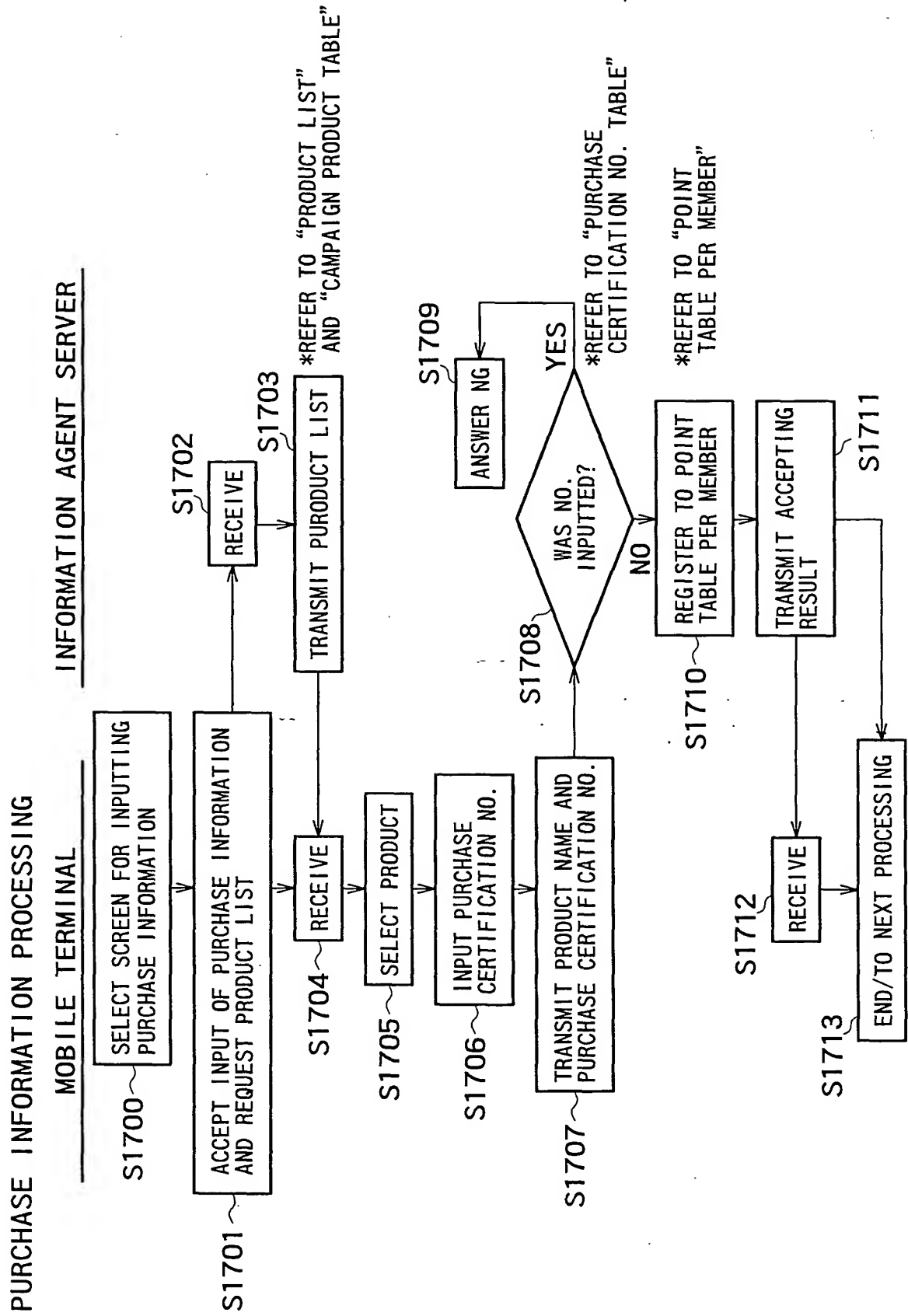


FIG. 18

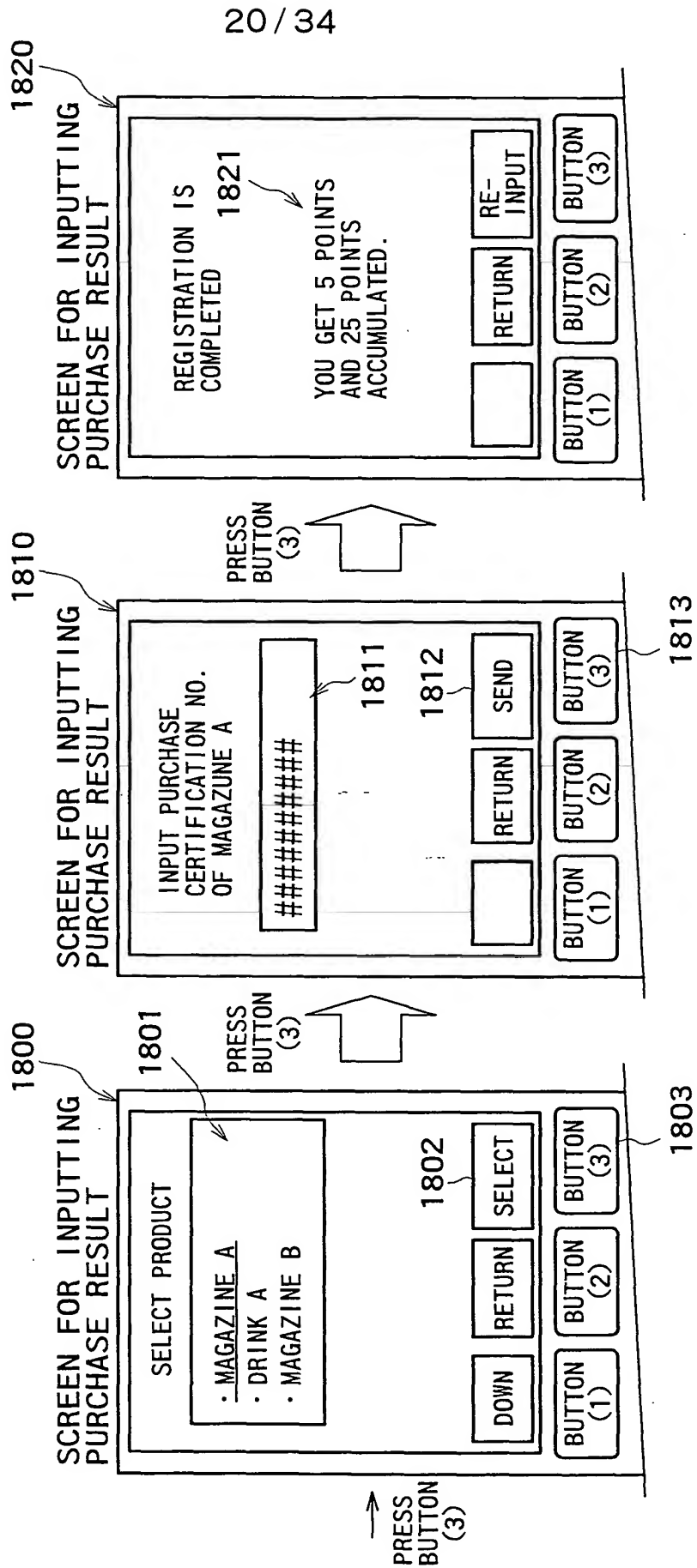


FIG. 19A

1900

CAMPAIGN PRODUCT TABLE

ID	START DATE	END DATE	PRODUCT NAME	CAMPAIGN POINT	ADVERTISER NAME
1	20030401	20030430	MAGAZINE A	5 POINT	PUBLISHER A
2	20030401	20030430	DRINK A	5 POINT	DRINK COMPANY A
3	20030401	20030430	MAGAZINE B	10 POINT	PUBLISHER B

FIG. 19B

1910

PRODUCT LIST TABLE

ID	PRODUCT NAME	CAMPAIGN POINT
1	MAGAZINE A	5 POINT
2	DRINK A	5 POINT
3	MAGAZINE B	10 POINT

FIG. 19C

PURCHASE CERTIFICATION NO. TABLE

ID	PRODUCT NAME	CAMPAIGN POINT	PURCHASE CERTIFICATION NO. (SET RANDOM NO. UNIQUE TO PRODUCT)					
1	MAGAZINE A	5 POINT	#####	#####	#####	#####	#####	#####
2	DRINK A	5 POINT	#####	#####	#####	#####	#####	#####
3	MAGAZINE B	10 POINT	#####	#####	#####	#####	#####	#####

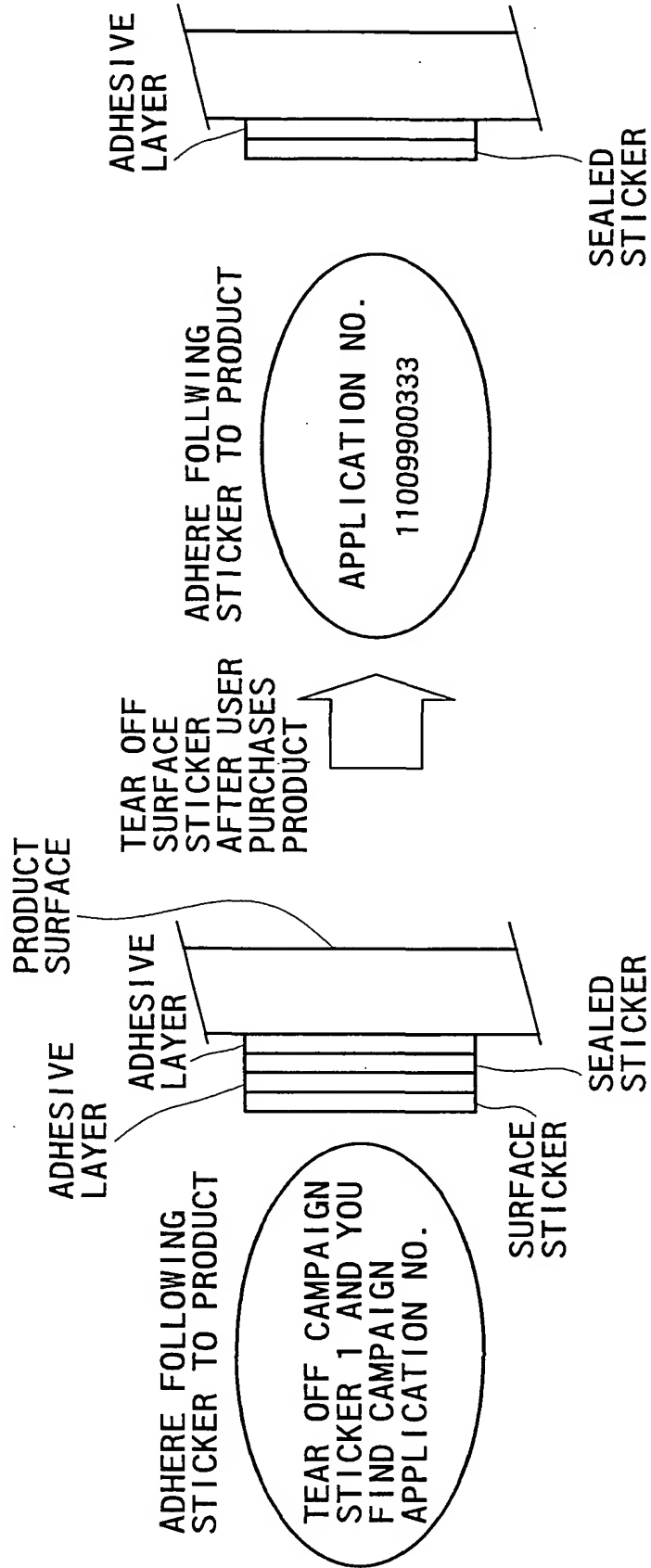
FIG. 19D

POINT TABLE PER MEMBER TO...

ID	REGISTRATION DATE	PRODUCT NAME	ACQUIRED POINT	ACCUMULATED POINT
1	20030407	MAGAZINE A	5 POINT	5 POINT
2	20030408	DRINK A	5 POINT	10 POINT
3	20030414	MAGAZINE B	5 POINT	15 POINT

FIG. 20

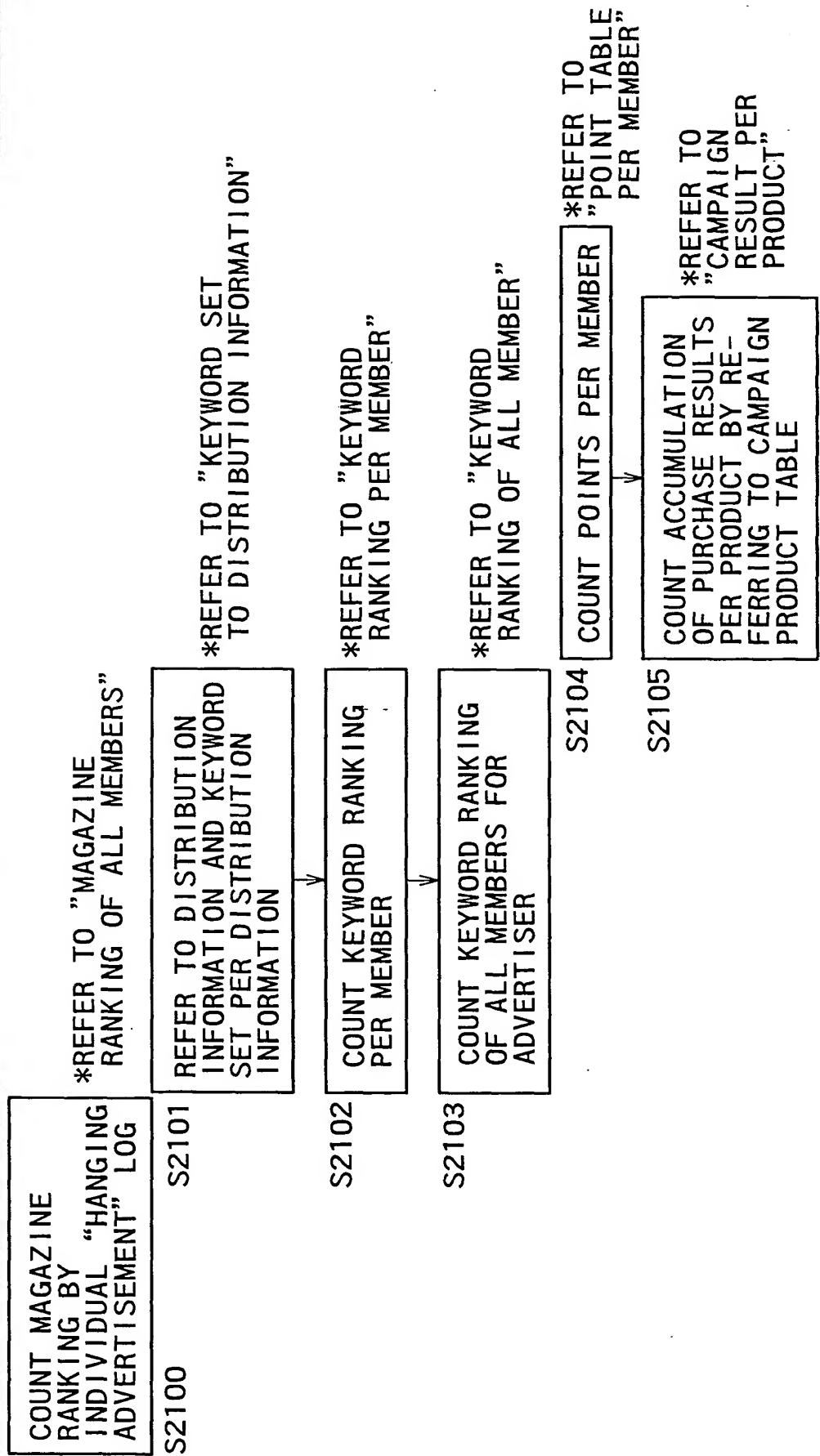
ACQUIRE PURCHASE CERTIFICATION NO. (STICKER SYSTEM)



# FIG. 21

COUNT INFORMATION FOR ADVERTISER

INFORMATION AGENT SERVER





# FIG. 22

## MAGAZINE RANKING OF ALL MEMBERS (FOR ONE MONTH)

2200 ↗

DISTRIBUTION  
TIME: 3:00AM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE A	457	767
2	MAGAZINE B	381	438

DISTRIBUTION  
TIME: 9:00AM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE D	1657	3869
2	MAGAZINE F	1136	2891

DISTRIBUTION  
TIME: 6:00PM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE C	2416	2416
2	MAGAZINE B	2301	2306

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE D	54	54
2 MAGAZINE G	35	40

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE G	345	468
2 MAGAZINE M	229	335

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE C	369	369
2 MAGAZINE G	338	338

FIG. 23

2300

ID	UPDATING DATE	NAME	FILE NAME OF HANGING ADVERTISEMENT IMAGE	FILE NAME OF INDEX TEXT	FILE NAME OF ARTICLE TOPIC	GENRE	KEY WORD 1	KEY WORD 2	KEY WORD 3
1	20030404	MAGAZINE A	20030404 _MZ_A1. png	20030404_M Z_A2.text	20030404_M Z_A3.text	1	ABDUCTION	PUBLIC HIGHWAY CORPORATION	CORRUPTION
3	20030404	MAGAZINE C	20030404 _MZ_C1. png	20030404_M Z_C2.text	20030404_M Z_C3.text	2	GIANT	TRADE	BASEBALL
5	20030404	MAGAZINE E	20030404 _MZ_E1. png	20030404_M Z_E2.text	20030404_M Z_E3.text	3	MOBILE PHONE	PC	SEMI- CONDUCTOR
7	20030404	MAGAZINE G	20030404 _MZ_G1. png	20030404_M Z_G2.text	20030404_M Z_G3.text	4	MERGER	BANKRUPTCY	STOCK PRICE
9	20030404	MAGAZINE I	20030404 _MZ_I1. png	20030404_M Z_I2.text	20030404_M Z_I3.text	5	TRAVEL	NEW YEAR	HAWAII
11	20030404	MAGAZINE K	20030404 _MZ_K1. png	20030404_M Z_K2.text	20030404_M Z_K3.text	6	OWNED HOUSE	APARTMENT HOUSE	KANAGAWA

# FIG. 24

2400

INDIVIDUAL KEYWORD RANKING (FOR ONE MONTH)

TO...  
DISTRIBUTION TIME: 3:00AM

RANKING	KEYWORD	NUMBER OF LOG
1	ABDUCTION	12
2	DIET	10
3	GOVERNMENT	7

TO...  
DISTRIBUTION TIME: 9:00AM

RANKING	KEYWORD	NUMBER OF LOG
1	MOBILE PHONE	25
2	COMMUNICATION	20
3	RADIO	15

TO...  
DISTRIBUTION TIME: 6:00PM

RANKING	KEYWORD	NUMBER OF LOG
1	HOUSING	12
2	HAWAII	10
3	WATCH	6

# FIG. 25

## KEYWORD RANKING OF ALL MEMBERS (FOR ONE MONTH)

2500

DISTRIBUTION  
TIME: 3:00AM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	ABDUCTION	235	315
2	DIET	100	105
3	GOVERNMENT	35	35

DISTRIBUTION  
TIME: 9:00AM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MOBILE PHONE	755	777
2	COMMUNICATION	554	605
3	RADIO	155	201

DISTRIBUTION  
TIME: 6:00PM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	HOUSING	1011	1781
2	HAWAII	777	785
3	WATCH	351	487

28/34

SEX/  
AGE

FEMALE/30'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 QUALIFI- CATION	55	66
2 INTERIOR	37	40
3 MARRIAGE	18	31

SEX/  
AGE

MALE/30'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 DIET	251	300
2 ERP	220	280
3 MAJOR LEAGUE	190	201

SEX/  
AGE

MALE/50'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 HOUSING	349	501
2 MANAGEMENT	332	451
3 ABDUCTION	158	301

# FIG. 26

## CAMPAIGN RESULT PER PRODUCT

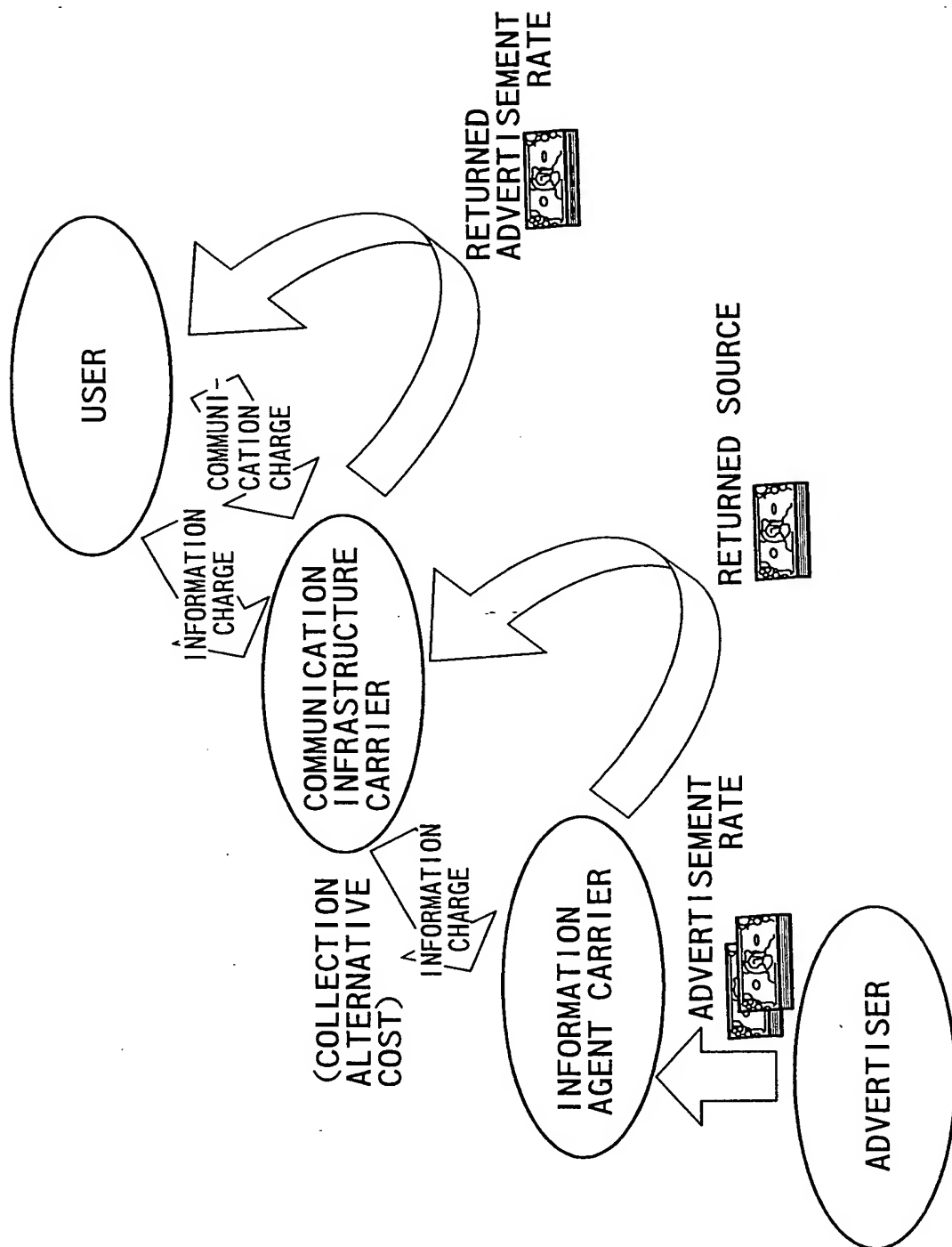
ID	START DATE	END DATE	PRODUCT NAME	ADVERTISER NAME	NUMBER OF PURCHASING AND REGISTERING PEOPLE	NUMBER OF PURCHASE PRODUCTS
1	20030401	20030430	MAGAZINE A	PUBLISHER A	3451	3451
2	20030401	20030430	DRINK A	DRINK COMPANY A	23568	23580
3	20030401	20030430	MAGAZINE B	PUBLISHER B	1108	1108

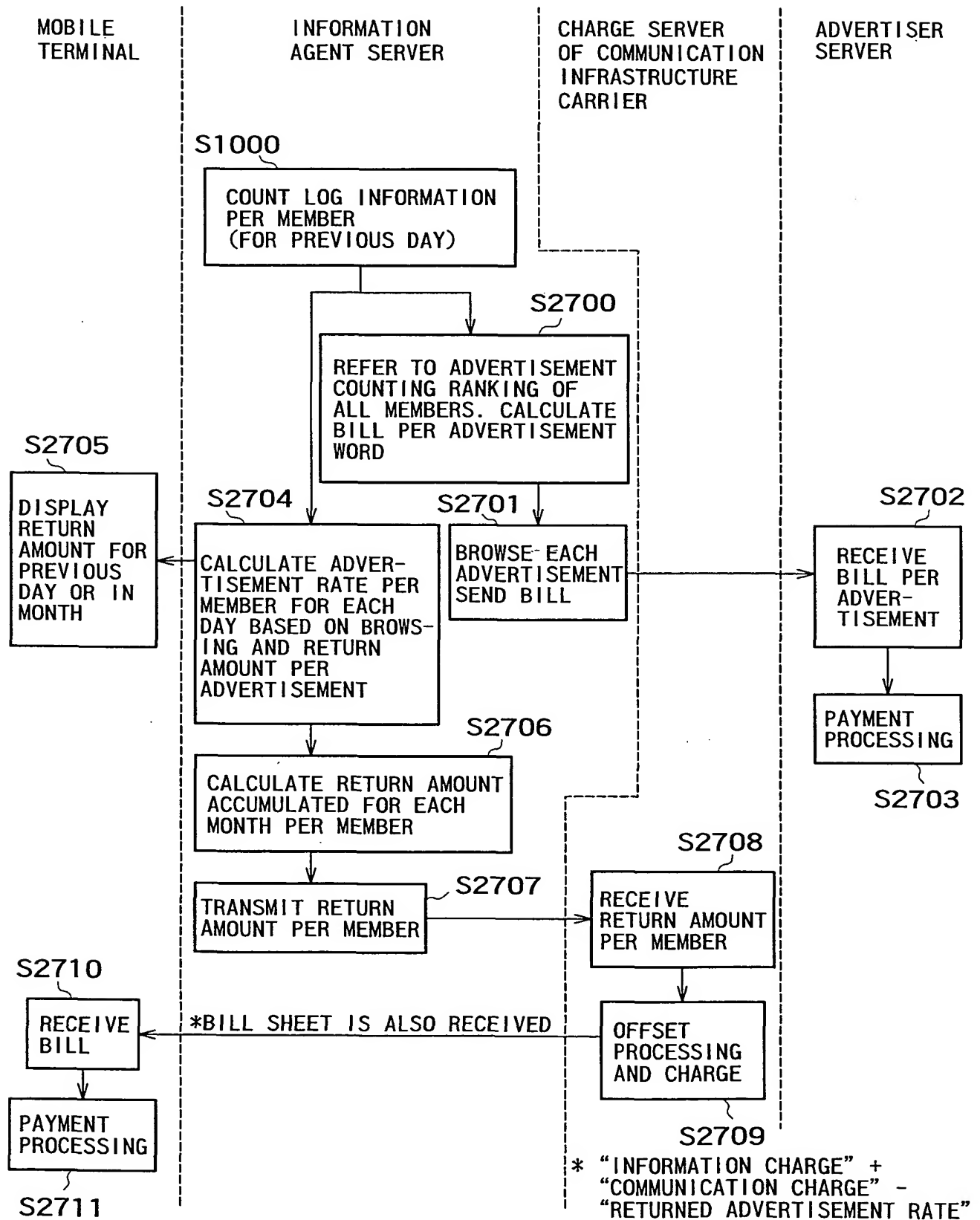
SEX/  
AGE

MALE 20'S						
ID	START DATE	END DATE	PRODUCT NAME	ADVERTISER NAME	NUMBER OF PURCHASING AND REGISTERING PEOPLE	NUMBER OF PURCHASE PRODUCTS
1	20030401	20030430	MAGAZINE A	PUBLISHER A	5	5
2	20030401	20030430	DRINK A	DRINK COMPANY A	5645	5645
3	20030401	20030430	MAGAZINE B	PUBLISHER B	878	878

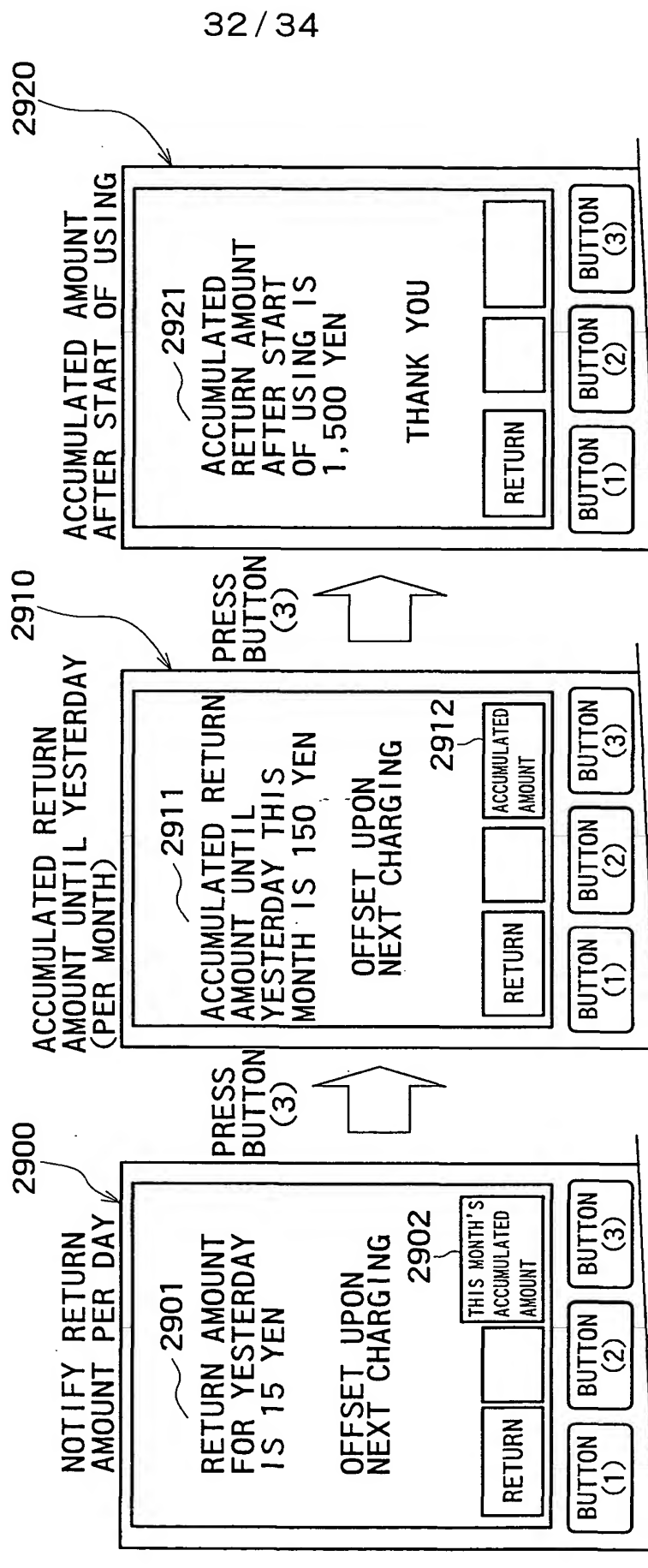
2600

FIG. 27





# FIG. 29





# FIG. 30

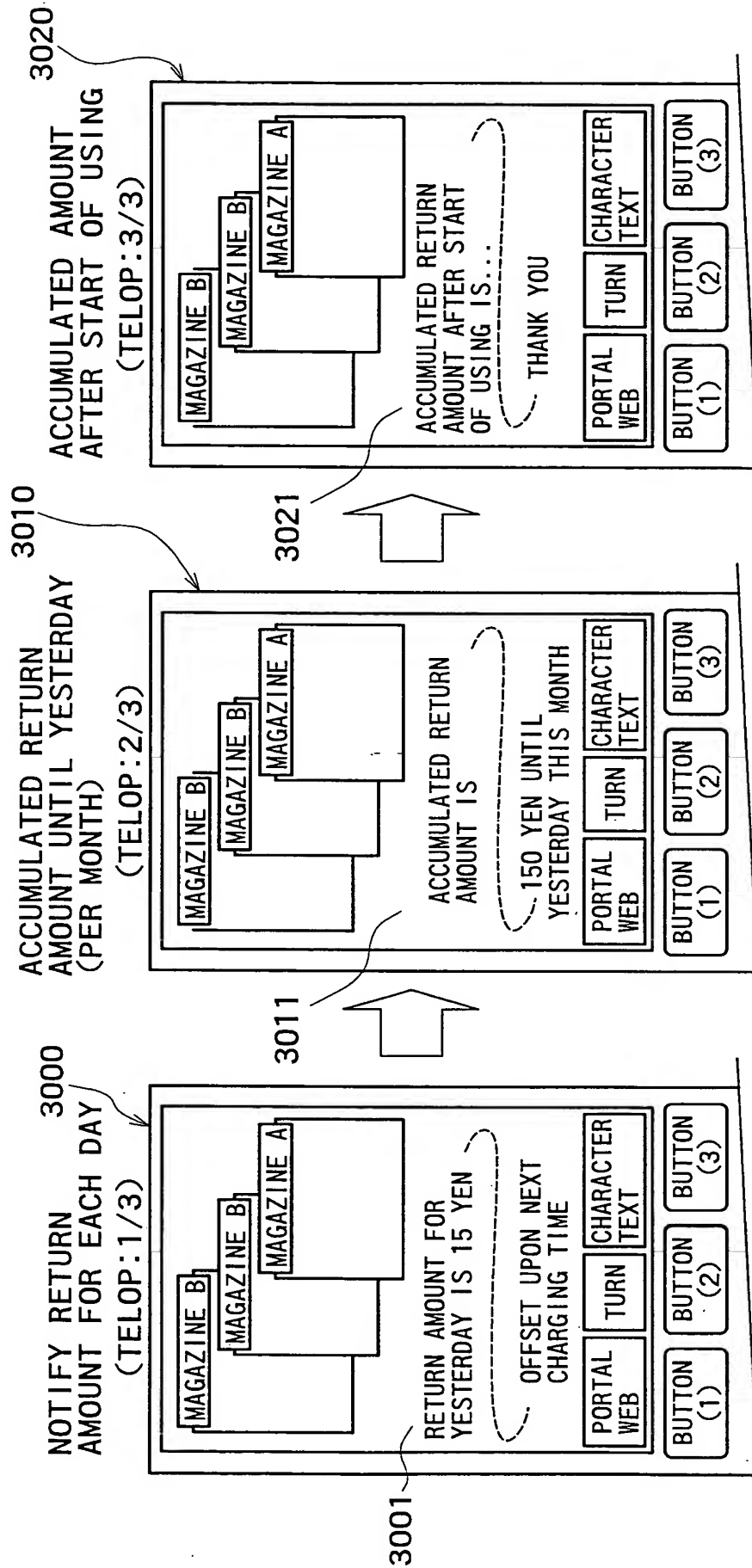


TABLE FOR CHARGE AMOUNT  
PER ADVERTISEMENT

3000

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	¥6	¥6	¥6
2	MAGAZINE B	¥6	¥3	¥3
3	MAGAZINE C	¥3	¥3	¥3
4	MAGAZINE D	¥3	¥6	¥9
5	MAGAZINE E	¥3	¥3	¥6

COEFFICIENT FOR CALCULATING  
RETURN AMOUNT PER ADVERTISEMENT

3020

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	33%	33%	33%
2	MAGAZINE B	33%	33%	33%
3	MAGAZINE C	33%	33%	33%
4	MAGAZINE D	33%	33%	33%
5	MAGAZINE E	33%	33%	33%

TABLE FOR RETURN AMOUNT  
PER ADVERTISEMENT

3040

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	¥2	¥2	¥2
2	MAGAZINE B	¥2	¥1	¥1
3	MAGAZINE C	¥1	¥1	¥1
4	MAGAZINE D	¥1	¥2	¥3
5	MAGAZINE E	¥1	¥1	¥2

AUTOMA-  
TICALLY  
GENERATERESULT OF CALCULATING  
CHARGE AMOUNT PER ADVERTISEMENT

3010

DISTRIBU- TION DATE	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE	CHARGE AMOUNT
20030403	MAGAZINE A	767	457	326	¥9,300
20030403	MAGAZINE B	3,869	2,891	1,657	¥36,858
20030403	MAGAZINE C	5,963	4,649	3,215	¥41,481
20030403	MAGAZINE D	9,048	5,483	3,572	¥92,190
20030403	MAGAZINE E	2,525	1,394	808	¥16,605

RESULT OF CALCULATING  
INDIVIDUAL RETURN AMOUNT

3030

DISTRIBU- TION DATE	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE	RETURN AMOUNT
20030403	MAGAZINE A	1	1	1	¥6
20030403	MAGAZINE B	1	1		¥3
20030403	MAGAZINE C	1			¥1
20030403	MAGAZINE D	1	1	1	¥6
20030403	MAGAZINE E	1	1		¥4

TABLE FOR INDIVIDUAL RETURN AMOUNT

3050

ID	NAME	RETURN IN APRIL	RETURN IN MAY	ACCUMULATED AMOUNT
1	MAIKO KOIZUMI	¥321	¥456	¥777
2	KOICHI TANAKA	¥123	¥388	¥511
3	SHINICHI MIYAMOTO	¥498	¥750	¥1,248
4	ICHIRO NOMO	¥78	¥222	¥300
5	YUKIE AMURO	¥1,234	¥5,555	¥6,789